

Message Text

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64

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 AID-05 OMB-01 TRSE-00

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FM AMEMBASSY SANTO DOMINGO

TO USDOC WASHDC

SECSTATE WASHDC 4251

UNCLAS SECTION 1 OF 2 SANTO DOMINGO 3154

E.O. 11652: N/A

TAGS: BEXP, DR

SUBJECT: FY-1976 COMMERCIAL ACTION PROGRAM

REF: A) STATE 135966; B) SD 2530

SUMMARY: FOLLOWING IS AN INTERIM SUBMISSION OF COMMERCIAL ACTION PROGRAM FOR DOMINICAN REPUBLIC FOR FIRST TWO QUARTERS OF FY-1976. AFTER ARRIVAL OF NEW COMMERCIAL ATTACHE IN LATE JULY AND FINANCE OFFICER IN AUGUST, POST EXPECTS TO SEND A FULLER CAP FOR FY-1976.

1. CAMPAIGN NO. 1: CONSTRUCTION SECTOR

ACTION ONE: CONTINUE TO LEND APPROPRIATE ASSISTANCE TO U.S. FIRMS COMPETING FOR MAJOR GOVERNMENT CONSULTING AND/OR CONSTRUCTION CONTRACTS ESPECIALLY THE FOLLOWING: PORT REHABILITATION, DUARTE HIGHWAY CONSTRUCTION, AND DAM CONSTRUCTION. ACTION TWO: EMBASSY POLITICAL SECTION TO CONTINUE ACTIVE ROLE IN PROMOTING U.S. PARTICIPATION IN CORDE (THE GOVERNMENT HOLDING CORPORATION) PROJECTS. ACTION THREE: CONTINUE TO SUBMIT, AT LEAST ONCE EVERY SIX WEEKS, A COMPREHENSIVE STATUS REPORT ON ALL PENDING MAJOR PROJECTS. ACTION FOUR: THE COMMERCIAL ATTACHE, THE AMBASSADOR, AND OTHER SENIOR EMBASSY OFFICERS, WILL CONTINUE TO MEET REGULARLY WITH BOARD MEMBERS OF THE AMERICAN CHAMBER OF COMMERCE TO KEEP
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INFORMED OF ANY OPPORTUNITY FOR ENGINEERING, CONSULTING, OR

CONSTRUCTION SERVICES WHICH MAY COME TO THEIR ATTENTION AND TO MAINTAIN BUSINESS COMMUNITY/EMBASSY CONTACT ON A REGULAR BASIS. ACTION FIVE: PROMOTE, BY DIRECT MAILING OR PERSONAL CONTACT, ATTENDANCE AT FOLLOWING U.S. TRADE SHOWS: NATIONAL HARDWARE SHOW, AUGUST, CHICAGO; 1976 CONCRETE AND AGGREGATES SHOW, FEBRUARY, HOUSTON; AND THE INTERNATIONAL BUILDING EXPO, OCTOBER '75.

2. CAMPAIGN NO. 2: ENERGY SYSTEMS.

ACTION ONE: CONTINUE TO ASSIST U.S. FIRMS, IN COOPERATION WITH EXIM BANK, IN SUBMITTING COMPETITIVE BIDS ON NEXT MAJOR PURCHASES OF THE DOMINICAN ELECTRIC CORPORATION (CDE): AN 80 OR 116 MW THERMAL GENERATOR, PLANNED TO BE INAUGURATED IN 1978, AND, POSSIBLY, A PUMP/GENERATOR SYSTEM. REGULAR CONTACT TO BE MAINTAINED BY EMBASSY ECONOMIC SECTION WITH CDE ADMINISTRATOR JULIO SAURI AS WELL AS WITH REPRESENTATIVES OF U.S. FIRMS. ACTION TWO: CONTINUE TO ASSIST UWYS. FIRMS INTERESTED IN TAKING PART IN FUTURE GODR PETROLEUM EXPLORATION/EXPLOITATION EFFORTS. ACTION THREE: SUBMIT, BY AUGUST 30, 1975, A TRADE LIST OF POTENTIAL DISTRIBUTORS OF SOLAR ENERGY PRODUCTS BASED ON EXPERIENCE FROM EMBASSY'S SOLAR ENERGY EXHIBITION HELD HERE IN MARCH. ACTION FOUR: PROMOTE, BY DIRECT MAILING OR PERSONAL CONTACT, ATTENDANCE AT THE DESIGN ENGINEERING SHOW IN APRIL 1976.

3. CAMPAIGN NO. 3: FOOD PROCESSING AND PACKAGING MACHINERY.

ACTION ONE: FOLLOW UP ON LEADS RECEIVED AT THE EMBASSY-SPONSORED FOOD PROCESSING AND PACKAGING MACHINERY CATALOG SHOW AND SEMINAR (HELD HERE IN JUNE). ACTION TWO: UPDATE, BY SEPTEMBER 30, EMBASSY'S LIST OF POTENTIAL AGENT/DISTRIBUTORS FOR FOOD PROCESSING AND PACKAGING EQUIPMENT. ACTION THREE: HOLD MINI-EXHIBITIONS OF FOOD PROCESSING AND PACKAGING MACHINERY CATALOGS AT BI-NATIONAL CENTER IN SANTIAGO AND AGAIN AT DOMINICAN ASSOCIATION OF INDUSTRIES. ACTION FOUR: MAINTAIN CONTACT AND COOPERATION AMONG SPONSORS OF RECENT FOOD PROCESSING AND PACKAGING SHOW AND SEMINAR INCLUDING WASHINGTON-BASED PACKAGING MACHINERY MANUFACTURERS INSTITUTE (PMMI) AND FOOD PROCESSING MACHINERY AND SUPPLIES ASSOCIATION (FPMISA). ACTION FIVE: ASSIST RECENTLY-FORMED GODR-SUPPORTED, INSTITUTIONS (SUCH AS INSTITUTO DOMINICANO DE TECNOLOGIA INDUSTRIAL-INDOTEC) IN OBTAINING HELP FROM UNCLASSIFIED

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U.S. INDUSTRY ASSOCIATIONS (E.G. PMMI) IN DEVELOPING PROGRAMS AND SEMINARS FOR ADVANCEMENT OF LOCAL INDUSTRY AND FORMATION OF CLOSER RELATIONS WITH U.S. INDUSTRY. ACTION SIX: PROMOTE, BY DIRECT MAILING OR PERSONAL CONTACT, ATTENDANCE AT FOLLOWING U.S. TRADE SHOWS: NAFEM '75 (FOOD EQUIPMENT MANUFACTURERS), SEPTEMBER, LOUISVILLE, KENTUCKY; WORLD DAIRY EXPO, OCTOBER, MADISON, WISCONSIN; NATIONAL EXPOSITION FOR FOOD PROCESSORS, JANUARY, SAN FRANCISCO; AND SUPER MARKET INSTITUTE,

MAY, DALLAS. ACTION SEVEN: GIVE ALL APPROPRIATE ASSISTANCE TO MISSISSIPPI MARKETING COUNCIL (AND ANY OTHER U.S. ASSOCIATIONS), INTERESTED IN ORGANIZING A TRADE MISSION TO DOMINICAN REPUBLIC, POSSIBLY IN AUGUST. ACTION EIGHT: THE OFFICE OF THE AGRICULTURAL ATTACHE TO PROVIDE REGULAR LEADS ON TRADE OPPORTUNITIES IN THE AGRICULTURAL EQUIPMENT FIELD.

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UNCLAS SECTION 2 OF 2 SANTO DOMINGO 3154

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4. CAMPAIGN NO. 4: TOURISM AND HOTEL/RESTAURANT SERVICES.

ACTION ONE: UPDATE, BY OCTOBER 30, EMBASSY'S REPORT ON TOURISM IN THE DOMINICAN REPUBLIC. ACTION TWO: CONTINUE TO ASSIST U.S. CONSTRUCTION FIRMS, HOTEL CHAINS, AND MANUFACTURERS OF HOTEL SUPPLIES AND EQUIPMENT VIS-A-VIS THE EXPANSION OF TOURISM FACILITIES, ESPECIALLY IN THE SANTO DOMINGO AREA. ACTION THREE: PROMOTE, BY DIRECT MAILING OR PERSONAL CONTACT, ATTENDANCE AT INTERNATIONAL HOTEL AND MOTEL EDUCATION EXPOSITION IN NOVEMBER IN NEW YORK.

5. CAMPAIGN NO. 5: COMMUNICATIONS EQUIPMENT.

ACTION ONE: LEND ALL APPROPRIATE ASSISTANCE TO SECURE MAXIMUM POSSIBLE U.S. SHARE OF EQUIPMENT PURCHASES FOR 1975-1978 EXPANSION

PLAN OF DOMINICAN TELEPHONE COMPANY. ACTION TWO: SUBMIT A MARKET STUDY ON COMMUNICATIONS AND RELATED EQUIPMENT AND SUPPLIES BY NOVEMBER 30, 1975. ACTION THREE: CONTINUE TO ASSIST U.S. FIRMS BIDDING ON COMMUNICATION EQUIPMENT FOR PUERTO PLATA INTERNATIONAL AIRPORT, STILL UNDER CONSTRUCTION.

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6. CAMPAIGN NO. 6: GRAPHICS.

ACTION: ONE: SUBMIT A MARKET STUDY ON THIS SUBJECT BY AUGUST 30. ACTION TWO: CONSIDER SETTING UP A GRAPHIC ART EXHIBIT, POSSIBLY WITH ASSISTANCE OF USIS AND SPONSORSHIP OF SEVERAL US FIRMS.

7. CAMPAIGN NO. 7: TEXTILES (INCLUDING SYNTHETICS).

ACTION ONE: SUBMIT A MARKET STUDY ON THIS SUBJECT BY JANUARY 30. ACTION TWO: PROMOTE, BY DIRECT MAILING OR PERSONAL CONTACT, ATTENDANCE AT AMERICAN TEXTILE MACHINERY INTERNATIONAL EXHIBITION IN OCTOBER 1976, IN GREENVILLE, S.C. ACTION THREE: CONSIDER HOLDING A TEXTILE EXHIBITION WITH LOCAL AND U.S. SPONSORSHIP.

8. CAMPAIGN NO. 8: CONSTRAINTS TO U.S. TRADE.

ACTION ONE: CONTINUE TO SEEK TO AMELIORATE THE DISCRIMINATORY EFFECTS OF THE DOMINICAN LAW PROTECTING LOCAL DISTRIBUTORS AND AGENTS. ACTION TWO: INCREASE EFFORTS TO ELIMINATE THE CONSULAR INVOICE REQUIREMENT, POSSIBLY THROUGH MORE DIRECT AND HIGHER-LEVEL CONTACT WITH GODR OFFICIALS RESPONSIBLE FOR THIS AREA.

9. CAMPAIGN NO. 9: GENERAL AND SURVEY.

ACTION ONE: CONTINUE TO SPEND AT LEAST TWO WORKING DAYS A MONTH

ON COMMERCIAL AFFAIRS IN THE COUNTRY'S IMPORTANT, SECOND CITY, SANTIAGO. ACTION TWO: EXPAND THE COMMERCIAL SECTION OF BI-NATIONAL CENTER LIBRARY IN SANTIAGO, BEGINNING WITH A PERMANENT DISPLAY OF FOOD PROCESSING AND PACKAGING MACHINERY CATALOGS. ACTION THREE: CHANGE THE FORMAT OF THE EMBASSY'S MONTHLY COMMERCIAL NEWSLETTER TO INCLUDE DESCRIPTIONS OF VARIOUS JOINT PROGRAMS AVAILABLE TO LOCAL BUSINESSMEN THROUGH DEPARTMENTS OF COMMERCE AND STATE. ACTION FOUR: CONTINUE SPECIAL MINI-EXHIBITIONS IN COMMERCIAL LIBRARY. ACTION FIVE: SCHEDULE SEMINARS AND FILM PRESENTATIONS FOR LOCAL BUSINESSMEN ON U.S. PRODUCTS AND EMBASSY COMMERCIAL SERVICES AT USIS MINI-THEATER. ACTION SIX: SEND FROM FOUR TO SIX KEY BUSINESS/COMMERCIAL/INDUSTRIAL FIGURES TO U.S. ON ONE OR TWO-WEEK LEADER GRANTS. FIRST SUCH GROUP SHOULD BE READY BY END OF THIS SUMMER. ACTION SEVEN: UPDATE EMBASSY'S

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"DOING BUSINESS IN THE DOMINICAN REPUBLIC." ACTION EIGHT: A CONTINUATION OF PUERTO RICAN CAP, DONE IN ASSOCIATION WITH PUERTO RICAN COMMERCIAL OFFICE IN SANTO DOMINGO. ACTION NINE: PREPARE TO HOST THE COMMERCIAL OFFICERS CONFERENCE (CARIBBEAN AND REGIONAL) LATER THIS YEAR. ACTION TEN: SET UP A PERMANENT COMMERCIAL EXHIBITION FUND TO BE CONTROLLED BY COMMERCIAL ATTACHE FOR FINANCING OF VARIOUS EXHIBITIONS, SHOWS, AND SEMINARS. CONTRIBUTORS MIGHT INCLUDE LOCAL AMERICAN CHAMBER OF COMMERCE, STATE/COMMERCE (PERHAPS FOR \$1,000), U.S. INDUSTRY ASSOCIATIONS, AND OTHERS. ACTION ELEVEN: UPDATE EMBASSY'S MARKET STUDY ON CONSTRUCTION SUPPLIES AND EQUIPMENT IF DOMINICAN REPUBLIC IS SELECTED FOR INCLUSION IN GLOBAL MARKET SURVEY (SEE STATE 050 82, MARCH 17, 1975).
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